

INTERACTIVE ADVERTISING WITH AN
AUTOMATED VIEWING REWARD SYSTEM

ABSTRACT OF THE DISCLOSURE

Programming is provided to a user. The programming includes content that the user wishes to play, and may also contain advertising. More specifically, the user controls various aspects of the advertising and earns value in return for agreeing to or allowing certain advertising actions. For example, in one embodiment, the programming contains blocks of advertising that separate blocks of streaming content, similar to current television advertising. The user pays a subscription fee for the streaming content. The user also has the power to determine which advertisements (or blocks of advertisements) that the user wishes to view. For example, the user may have a remote control with a "skip advertisement" button. Each advertisement has a value associated with it, and by viewing that advertisement, the user earns credits against the user's subscription fee.